

**PHILIP MORRIS U.S.A.**      **INTER-OFFICE CORRESPONDENCE**  
**120 PARK AVENUE, NEW YORK, NY 10017**

**DATE:** February 1, 1993

**TO:** Marlboro Auto Racing Manager

**FROM:** Steve Sampson

**SUBJECT:** Marlboro Promotional Opportunity

---

There is a scheduled Marlboro event promotion in your market over the summer of 1993. Your responsibility is to utilize this event to leverage Marlboro sales at retail. Budget or size of scope of the promotion should not be a concern as you develop your plan.

This plan should be written with the understanding that it will be submitted to the NYO for consideration.

Please let me know if you have any questions on this matter.

2046483030